

SPCA STRATEGIC PLAN 2016 to 2020

Governing objective:

To be an engaging world class alumni organisation that enriches the unique experiences of the Saints' community

Theme:

Unity & good fellowship with the School

MISSION - We exist to:

- Promote the interests and well-being of the School
- Provide a support network for old scholars
- Promote unity, good fellowship & tradition
- Be an advocate for philanthropic support

- Be the voice of our old scholars with due consideration of the interests of the School & its community
- Develop innovative ways to enable old scholars to fulfil their potential



| | | | | | |
|--|---|--|---|--|---|
| 1. In partnership with the School, improve quality of OS data | 2. Growth in special interest groups/branches & participation levels | 3. Effective representation of OS Community by SPCA Committee | 4. Endorse & promote the School's philanthropic targets (income and participation) | 5. Engagement profiling implemented, being measured & benchmarked | 6. Improved satisfaction with, & engagement resulting from OS events |
|--|---|--|---|--|---|

| | | | | | |
|--------------------------------------|--|---------------------------------|---|---------------------------------|------------------------------|
| MARKETING & COMMUNICATION | SPECIAL INTEREST, BRANCH & SPORTING CLUBS | FINANCE & GOVERNANCE | PHILANTHROPY, VOLUNTEERING & MENTORING | RELATIONSHIP DEVELOPMENT | PROGRAMS & EVENTS |
|--------------------------------------|--|---------------------------------|---|---------------------------------|------------------------------|

| KPI's | KPI's | KPI's | KPI's | KPI's | KPI's |
|---|--|---|---|---|---|
| 1.1 30% of alumni digitally engaged by 2020 via subscription or follower rates 1.2 Obtain 50% of Alumni email addresses by 2020 1.3 Have at least four touch points with Alumni per month (alums with existing digital contact info.) | 2.1 Develop & support a diverse range of special interest groups that reflect the interests of old scholars, beyond traditional sporting clubs. 2.2 Establish alumni strongholds in USA, Asia, Canada, and Sydney, with convenors to drive OS activities. | 3.1 Improved agreement score for effective representation of the alumni community by the Committee: 71-75% by 2020. 3.2 Establish & document a clear purpose & guidelines for the use of SPCA funds, aligned with Association values, to implement in 2018, including an investment strategy. 3.3 Develop & document a strategy for the Committee that exemplifies effective governance & fiduciary duty to implement in 2019. 3.4 Increase partnership relationships and strengthen SPCA finances & improve value to our community. | 4.1 100% of the SPCA Committee giving an annual gift. 4.2 Support the School's Philanthropic goals to improve OS donor participation from 2.23% in 2015 to 5% in 2019. 4.3 Develop a formal mentoring & volunteer program for alumni & students 2017. | 5.1 Measure & profile the awareness of old scholar activities to current students and parents, via the annual Yr 12 exit survey. 5.2 Integrate SPCA visibility into the day to day life of the School via the Advancement Office with an improvement score (from 11% to 16% by 2020) for awareness of old scholar activities amongst the youngest 15 years of our alumni community. 5.3 Develop collaborative relationship with the School by implementing formal reporting mechanism between the SPCA & the Council. | 6.1 Measure & profile engagement of alumni pre & post event functions. 6.2 Improved satisfaction score for Annual Dinner (or other function in lieu of,) from 64% to 70% by 2020. 6.3 Establish a strategy for OS visits & tours. 6.4 Achieve cost neutral status for all SPCA events, excepting those where the budget provides for a loss. |



Committee Working Groups for Key Initiatives

Open access to School database

Refreshed financial model to allocate resources appropriately